

# **Data Migration Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Component (Software v/s Service), By Deployment Mode (On-Premise v/s Cloud), By Organization Size (Large Enterprises v/s SMEs), By Data Type (Customer Data, Product Data, Financial Data, Compliance Data, Supplier Data, Others), By Business Function (Marketing, Sales, Finance, Legal, Operations, HR, Others), By End User Industry (IT & Telecommunication, BFSI, Energy & Utilities, Consumer Goods & Retail, Healthcare, Government & Defense, Others), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Data Migration Market is projected to expand from USD 12.16 Billion in 2025 to USD 26.12 Billion by 2031, achieving a Compound Annual Growth Rate (CAGR) of 13.59%. This market comprises the essential services and software needed to transfer data across different computer systems, storage types, or formats. The primary force driving this growth is the rapid enterprise shift toward cloud computing combined with the critical necessity of modernizing legacy infrastructure to achieve operational agility. Data from the Cloud Industry Forum in 2024 reveals that 100% of surveyed organizations access cloud-based services, creating a universal demand for robust mechanisms that ensure efficient and secure data mobility.

A major challenge hindering market expansion is the difficulty of maintaining data integrity during massive transfers. Organizations frequently face significant risks regarding format incompatibility, data corruption, or loss when moving information from isolated legacy silos to modern environments. This technical complexity demands strict validation procedures, which can prolong project timelines and cause operational downtime, often discouraging risk-averse enterprises from undertaking necessary infrastructure upgrades.

## **Market Driver**

The rapid adoption of hybrid and cloud deployment models serves as the main catalyst for the Global Data Migration Market. As enterprises strive for scalability and agility, they are increasingly shifting workloads from on-premises data centers to flexible cloud environments, creating a need for sophisticated tools that guarantee the efficient and secure transfer of critical assets. This movement is defined by a strategic preference for multi-provider approaches to minimize vendor lock-in and optimize performance, which inherently requires continuous data mobility. According to Flexera's '2024 State of the Cloud Report' from March 2024, 89 percent of organizations have adopted a multi-cloud strategy, establishing a permanent need for migration software that enables seamless data and application movement across diverse environments without interrupting business operations.

Simultaneously, the exponential rise in global data volumes and the growing complexity of IT ecosystems are forcing organizations to upgrade their storage architectures. Companies are managing massive repositories of unstructured information while striving to make this data accessible for artificial intelligence applications and advanced analytics. As noted in the Komprise '2024 State of Unstructured Data Management' report from September 2024, 57 percent of IT leaders view preparing for AI as their primary data management challenge. This complexity is worsened by fragmented application landscapes; MuleSoft's '2024 Connectivity Benchmark Report' from February 2024 indicates that while large enterprises operate an average of 897 distinct applications, only 28 percent are integrated. This severe fragmentation fuels the urgent demand for migration solutions capable of unifying data silos into accessible, coherent environments.

## **Market Challenge**

The expansion of the Global Data Migration Market is primarily restricted by the complexity of managing format incompatibility and ensuring data integrity during large-

scale transfers. When enterprises attempt to move information from disparate legacy silos to modern settings, the technical risks associated with data loss or corruption often compel them to implement exhaustive validation phases. These rigorous requirements inevitably increase operational costs and extend project timelines, causing risk-averse decision-makers to delay essential infrastructure upgrades. Consequently, the market experiences reduced project volume as organizations postpone migration initiatives to avoid potential operational downtime.

This reluctance creates a significant bottleneck in the adoption of migration software and services. The anxiety surrounding technical failure during the transition process directly decreases the demand for automated tools and third-party expertise. According to the Cloud Security Alliance in 2024, 71% of surveyed professionals cited incompatibility with legacy applications as a major barrier to modernizing their technical environments. Such high friction during the integration process discourages enterprises from initiating transfers, thereby impeding the overall revenue growth of the data migration sector.

## **Market Trends**

A pivotal trend in the market is the accelerated migration to SAP S/4HANA and modern ERP systems, driven by the approaching end of support for legacy ECC environments. As enterprises race to meet the 2027 deadline, they require advanced solutions to restructure and cleanse legacy assets to fit S/4HANA data models. This specific migration wave transcends simple data transfer, necessitating intelligent tools to handle business process alignment and strict compliance during the transition. According to the 'SAP S/4HANA Migration Accelerates' study by Precisely and the Americas SAP Users Group in November 2025, 59 percent of companies are now partially or fully live on SAP S/4HANA, reflecting a 13 percentage point increase from the previous year.

Concurrently, market demand is being redefined by a strategic shift toward hybrid and multi-cloud environments, involving infrastructure optimization and workload repatriation. Moving beyond the initial exclusive rush to public clouds, organizations are recalibrating strategies to balance data sovereignty and costs, leading to a surge in reverse migration projects where data is moved back to on-premises centers or private clouds. This rebalancing trend drives the need for flexible software capable of facilitating secure, bidirectional transfers between disparate environments. As reported by Rackspace Technology in the '2025 State of Cloud Report' from January 2025, 69 percent of IT decision-makers stated that their organizations had considered repatriating workloads from public clouds back to private clouds or on-premises infrastructure.

## Key Market Players

IBM Corporation

Oracle Corporation

Amazon Web Services

Microsoft Corporation

SAS Institute, Inc.

SAP SE

Informatica

Information Builders

Talend

Attunity

## Report Scope

In this report, the Global Data Migration Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Data Migration Market, By Component

Software v/s Service

Data Migration Market, By Deployment Mode

On-Premise v/s Cloud

Data Migration Market, By Organization Size

Large Enterprises v/s SMEs

Data Migration Market, By Data Type

Customer Data

Product Data

Financial Data

Compliance Data

Supplier Data

Others

Data Migration Market, By Business Function

Marketing

Sales

Finance

Legal

Operations

HR

Others

Data Migration Market, By End User Industry

IT & Telecommunication

BFSI

Energy & Utilities

Consumer Goods & Retail

Healthcare

Government & Defense

Others

## Data Migration Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Data Migration Market.

## **Available Customizations:**

Global Data Migration Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## **Company Information**

Detailed analysis and profiling of additional market players (up to five).

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